

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



## Part 3 Analysis & Recommendations

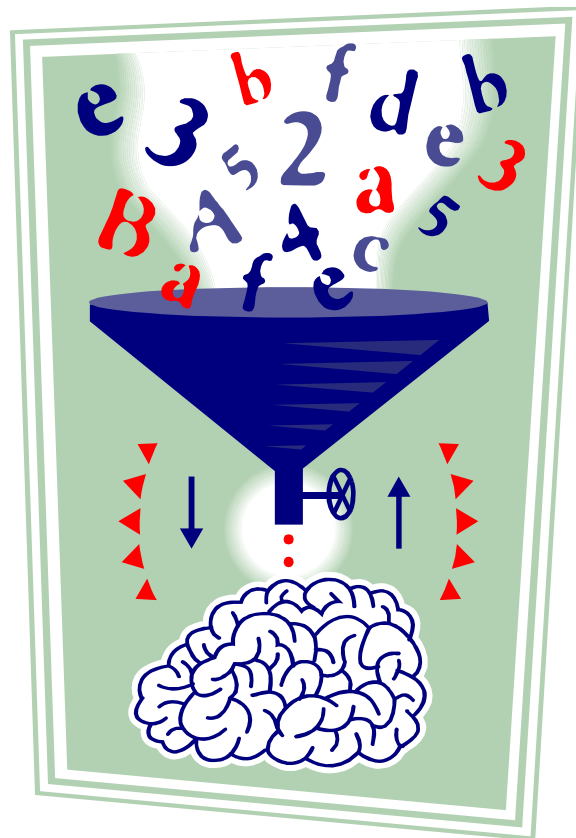
Phillips County Data Workbook-Part 3

Version 1  
July 7, 2014

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Phillips County had a significantly higher alcohol-related crash rate of 202.38 per 100,000 people, compared to the State of Montana rate of 119.96 per 100,000 people for the years 2008-2012 period. Phillips County also had a significantly higher fatality rate in alcohol-related crashes at 23.53 per 100,000 people compared to the State of Montana at 8.6, from 2008-2012.*

*Based on the information gathered during local interviews, the problem in Phillips County is larger than the state. Many of the crashes can be attributed to the lack of public transportation, during and following happy hour, to the cultural norms surrounding drinking and driving and to the nature of the roads-narrow and unimproved rural roads that become even more dangerous after a night of drinking.*

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Similar to motor vehicle crashes, the underage drinking and driving rates in 2010 for 8<sup>th</sup>, 10<sup>th</sup> & 12<sup>th</sup> grades were 17.3% compared to the State of Montana rate of 9.8%. In 2012 the combined total of the three grades was 11.3% compared to the State of Montana rate of 9.3%. Only in 2008 was the Phillips County 8<sup>th</sup>, 10<sup>th</sup> & 12<sup>th</sup> grade rate of 11.0% less than the State of Montana rate of 14.1%.*

*It appears that this behavior is role modeled by the adult population coupled with little to do in the rural communities that are a part of the county – that drinking and driving has become the past time of many of the students. It appears that overall, underage drinking and driving is a larger problem in Phillips County than the State.*

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Across the State of Montana a student riding in a car driven by someone who has been drinking has continued to decrease from 33.1% in 2008 to 25.1% in 2012. That trend is the same for Phillips County students. The rate has decreased from 34.5% in 2008 to 24.7% in 2012.*

*Opinions obtained in the interviews do not support that finding. Youth and adults alike believe that students riding in vehicles driven by someone who has been drinking is a regular occurrence. In past years, the region has experienced several student fatalities resulting from alcohol-related crashes. Youth have attended the funerals of their friends, then piled into cars only to drink and drive while mourning the loss of their peers. Students in Phillips County do not see riding with someone who has been drinking as a risky behavior, and are more focused on not being the person who gets a Minor in Possession (MIP) ticket.*

## Final Consequence Question

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### QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

*The significantly higher rates of motor vehicle crashes, and underage drinking and driving, and the very high rate of youth riding in a vehicle with someone who has been drinking has definitely had an impact on Phillips County. The younger students see this behavior not only role modeled by adults, but by their older peers as well. This serves to reinforce the already in place community norm that is accepting of drinking and driving. The community always pulls together to mourn the loss of a member as a result of an alcohol-related crash – yet the tragedy does not deter students (or adults) from perpetuating the behavior.*

## CONSUMPTION – PART 3

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for will be binge drinking.

### Underage Binge Drinking

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#### QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*In 2008 Phillips County total binge drinking rate was 19.7%, compared to the State of Montana's 24.5% rate. However, in 2010 Phillips County rate was 24.1% compared to the State rate of 21.4%; and again in 2012 Phillips County was 24.4% compared to 21.2% State of Montana rate. Phillips County's problem is slightly bigger (1.1%) than the State of Montana when comparing the three year cumulative totals.*

## Adult Binge Drinking

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*While data is somewhat limited in this section, the Phillips County Community Health Needs Assessment Report indicated that 42.6% of those between 18-44 years either binge drink or drink heavily. This is much higher than the state average which ranged in 2008 at 17.7% to 21.8% in 2012. Local interviews also supported this data. In small communities, such as those that make up Phillips County, there are very few secrets. That same assessment asked adults, what lifestyle choices in the community were of highest concern – their response...drinking and driving. And when one has the rate of those drinking heavily and binge drinking, that is an area of real concern.*

## Underage Drinking (30 Day Use for Alcohol)

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Phillips County and the State of Montana are statistically similar – within 2.2% points in 2010 (37.2% in Phillips and 35% across the State) and within .2% points in 2012 (34.9% in Phillips and 35.1% across the State).*

*It appears that most of the past 30 day use occurs throughout the county, in remote recreational locations – which would also involve drinking and driving.*

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Phillips County youth report prescription drug use at a MUCH higher rate of 4.0% in 2008 to 0.0% across the State; 6.9% in 2010 to Montana State rate of 4.0% and 9.5% in 2012 to 3.5% State rate for the same period.*

*Many locals believe that youth (and many adults) do not see the harm in using someone else's' prescriptions; thinking that if it is something prescribed by a doctor, it is not as harmful as taking illegal drugs. It appears that the local pharmacists are doing their jobs, yet there were several reports of doctor shopping; and youth obtaining prescriptions by medicine cabinet shopping.*

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

*Underage drinking and underage binge drinking abuse by youth seem to all be either just slightly higher than the State rate, or about the same. The community impact however, is large. Adult binge and heavy drinking is role modeled for local youth on a daily basis, as is drinking and driving; a behavior many Phillips County youth admit to doing. In contrast, the prescription drug abuse problem described in Question 8 shows that this problem is much larger than the State.*

*The data supports that prescription drug abuse is a problem, but significantly less of a problem than alcohol.*



## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Overall, it appears that perception of parental disapproval in Phillips County is fairly parallel with the State average: 78.8% in Phillips County compared to an 80.3% State average in 2008. In 2010 the average for both Phillips County and the State were 81.8%; then in 2012 the State of Montana's average was 81.8% with Phillips County being 80.1%.*

*Information collected revealed that parents simply thought that alcohol was "not a big deal", that alcohol was a better option than drugs; that they themselves drank alcohol as a minor and nothing happened. It is believed that the mindset of "kids will be kids – they have to learn sometime" factored into the lower rate of perception of parental disapproval in Phillips County.*

*Since prescription drug use data is not collected in Phillips County, the only source of information was from interviews with parents. Some parents thought prescription drug abuse was more dangerous, but their knowledge was very limited.*

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*It appears that peer disapproval rate for Phillips County has been improving over time. There is some back and forth between the grades, but in the end, Phillips County disapproval rate is higher than the State average for two of the three years – 55.7% to 55.8% in 2008; 69.4% to 64.4% State average in 2010 and 72.9% to 66/7% in 2012. That said - there is still work to be done, especially with 8<sup>th</sup> and 10<sup>th</sup> grade students.*

*As for prescription drugs, youth surveys had more favorable attitudes toward the use of prescription drugs, as they simply felt that if prescribed by a doctor it was not bad for them, and certainly not as bad as "illegal" drugs. So while it is difficult to actually gauge the size of the problem –one could imagine that youth perceptions related to prescription drug use is about the same as others across the state.*

## Perceived Risk/Harm of Use

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### QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Overall, Phillips County's perceived risk/harm of use is significantly lower than the state average. In 2008 Phillips County average rate was 62.0% compared to an 87.9% State rate. In 2010 Phillips County rate was 57.8% compared to a 67.6% State of Montana rate, and again in 2012 Phillips County had a rate of 51.6% compared to the State rate of 71.6% - a 20% difference.*

*The percentage of Phillips County students that think it is cool to drink has increased by 12% points since 2008, from 34.4% up to 46.4%. Compared to the State at 27.9% in 2008 which decreased down to 23.5% in 2012. Comparing these figures, it appears that more Phillips County youth perceive it as "cool" to drink alcohol than other youth in Montana.*

*Perception of risk of harm of having alcoholic drinks every day showed that Phillips County also has a larger problem than the State as a whole. In 2008 Phillips County had a rate of 58.9%, compared to the State of Montana's 61.2%. In 2010 Phillips County ranked at 55.6%, while the State ranked at 64.4%. In 2012 Phillips County had a 49.0% rate, while the State had a rate of 64.1%.*

*Percentages for perception of risk of harm of having 5 or more alcoholic drinks every weekend also supported that Phillips County has a larger problem than the State of Montana. 2008 data shows that Phillips County rate was 67.9%, while the State ranked at 73.9%, meaning that less youth in Phillips County thought binge drinking carried risk. In 2010 Phillips County's perceived risk rate was 56.5% while the State was at 75.9%. Lastly, in 2012 Phillips County's 66.9% rate compared to the 76.0% State rate. Perception of neighbors thinking it is wrong for students to drink alcohol had a percentage range of Phillips County averaging 7.8% - 8.6% lower than the Montana State average.*

*Apparently, Phillips County students do not perceive alcohol consumption as dangerous. Student's perceptions are tied in with the cultural aspects of our community and its acceptance of alcohol.*

## Family Communication around Alcohol/Drug Use

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### QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*In 2008, Phillips County average was 36.5% compared to the 62.1% State percentage. In 2010 the difference was Phillips County 36.4% - State 59.8% and in 2012 the rate was a shocking Phillips County 24.9% compared to the State rate of 61.0%. Less than 75% of Phillips County students have talked to their parents about alcohol and drug use during the last 12 months! This rate is dramatically different than the 61% of students across the state.*

*The problem in Phillips County is MUCH larger than the state average. Local interviews supported this data, as very few felt that parents talked to their kids about alcohol as they themselves drank.*

### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*It appears that Phillips County students do not see or understand how alcohol contributes to financial, legal or emotional problems as much their peers across the State. While this rate is low for all students in Montana, Phillips County students report 1.8% in 2012, compared to the State rate of 8.9% in the same year. It is believed that either students do not understand the negative impacts of alcohol or simply perceive those impacts as normal.*

### **Final Risk Factors Question**

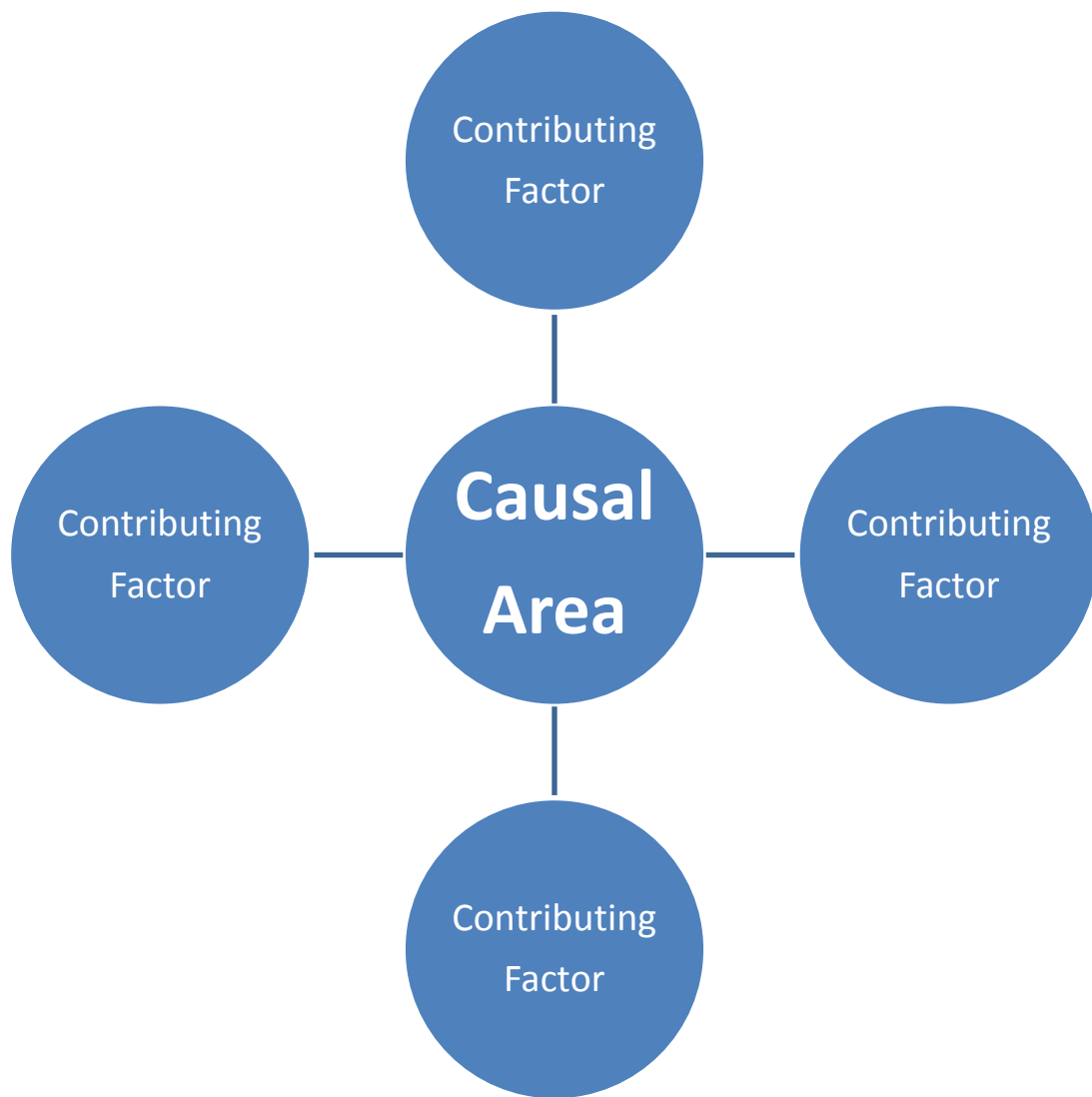
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#### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

*Phillips County youth's perception of parental disapproval and disapproval of peer use is fairly similar with the state average. Phillips County communities are negatively affected by the perception that it is a "rite of passage" for underage youth to drink, binge drink, and drink and drive. Youth seemingly have no fear of receiving consequences when having parties where alcohol is available and consumed. Because there has not been an alcohol-related youth fatality in recent years, the perception is "it can't happen to me".*

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on local data, does the failure percent seem to be rising or staying the same? Discuss the impact this may be having on your community.

*Compliance checks were conducted in 2010 and 2011. Failure rates were 67% in 2010 and 40% in 2011. Based on the sparse nature of those checks, it would be hard to say whether or not rates were rising or staying the same. In small communities, community members know whether or not checks are being conducted. One could possibly conclude that it would be more tempting to not card as diligently as one would, were checks being conducted on a regular basis. While the impact could result in easier youth access to alcohol, almost all sellers, servers, and liquor license holders, have completed responsible alcohol sales and server training. Those interviewed did not believe the youth are obtaining alcohol at the bars but through legal-aged peers.*

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please provide the rationale for your response.

*Even when compliance checks are conducted they are not reported to the public. One could assume that if checks are not being conducted, identifications (ID's) are not being checked regularly. However, the "affect" between compliance checks and binge drinking or drinking and driving - is simply not known.*

## Alcohol Seller/Server Training

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in local data. How do the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

*Before the mandatory alcohol server training law went into effect, very few servers and sellers completed the training. After the law took effect, the number of trainings and the number of people trained drastically increased. While there is some employee turnover in this region of the industry, after the law went into effect – there were 144 trained in 2011 – the following year more were trained than prior to the initiation of the law. The numbers are stabilizing as owners institutionalize the necessity to enroll new employees.*

*The Responsible Alcohol Sales/Service (RASS) curriculum teaches how to reduce drinking and driving by teaching the retailers to offer alternative transportation options to their intoxicated patrons. One could deduce that as more servers and sellers are trained in an RASS curriculum- which teaches what binge drinking is and how to avoid it- that the binge drinking rates and drinking and driving would become lower. However, the adult binge drinking rate is still dangerously high.*

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RASS trainings, how might this affect binge drinking and drinking and driving in your community?

*Phillips County regularly holds alcohol retailer trainings.*

## Retail Availability Questions

### QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

*The alcohol outlet density in Phillips County is higher than many of the other counties in Montana per capita, 339.15; the Montana average is 231.85. The 14 licenses are spread out over a 5,140 square mile area – which is believed to contribute to drinking and driving. There is a Phillips County Transit service, but it does not operate during happy hour, and even if it did, those that live in the country would most likely not use the service if available. Another retail availability problem that might contribute to binge drinking and drinking and driving is that alcohol sellers/servers have commented at training sessions that they do not “cut someone off” when they have had too much to drink because that is the livelihood of the establishment and they get a fair amount of tips.*

### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	3	4	5	6	<b>X7</b>	8	9	10

*Phillips County has a large number of liquor licenses compared to the population. In many of the communities, the bars are where community members socialize and gather – including those under 21. Underage youth are able to witness first-hand the over-service of alcohol in those establishments (especially those that serve food), adding further to the cultural acceptance of alcohol, binge drinking and drinking and driving.*

## CRIMINAL JUSTICE – PART 3

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### QUESTION 22 Conviction Rates

Based on local data, discuss the impact the conviction rate may be having on your community.

*The overall conviction rate for alcohol-related crime in Phillips County is a dismal 40%. This includes Minor in Possession (MIP), first time Driving Under the Influence (DUI) and multiple DUI offenses. Truly troubling is the number of MIP citations dismissed – 17 out of 24. Local youth are well aware of those dismissals and the surrounding implications. Local youth believe they are over 100% more likely to be caught by their parents, than be caught by the police! When that perception is added to the MIP conviction rate, it creates another generation that accepts underage drinking as the norm.*

### QUESTION 23

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

*The only data available was the “controlled substance possession arrests” – of which there were 34 (4 juveniles); with 23 dismissed and only 9 found guilty; for a conviction rate of 26%.*

## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

*Local law enforcement expressed concern about their lack of outside assistance. They are essentially on their own in a community that, for the most part, believes that open containers on the street and in cars is acceptable. Trouble spots surround local recreation facilities – reservoirs and parks. Law enforcement believes that ALL alcohol establishments over-serve, which is understandable as patrons would simply move onto the next bar if denied another*



*drink. Bar checks are performed every weekend to look for patrons being over-served, but folks are used to the routine and little results from their effort.*

#### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

*Compliance checks have not been conducted for several years due to a lack of funding; other efforts are limited due to the shortage in manpower. Phillips County covers a large geographic area, and there simply are not enough officers to adequately keep ahead of the issues surrounding alcohol. A fulltime prosecutor would be helpful to local law enforcement in addressing local alcohol-related and/or prescription drug problems.*

### **Use of Local Ordinances**

#### **QUESTION 26 Uses of Local Ordinances**

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

*Local city/county ordinances are over 30 years old and law enforcement truly does not feel that they are “relevant to enforce”. That said, the Sheriff’s Office uses State of Montana codes and alcohol-related policies to consistently enforce laws related to sales and consumption of alcohol in Phillips County. Local ordinances are enforced consistently, if they are connected to Montana codes; others, not as much.*

#### **QUESTION 27 Uses of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing youth binge drinking or drinking and driving in your community? If so, which ones, and why?

*Possibly restricting or banning minors in local bars would help in efforts to enforce underage drinking; however, that would most likely be rejected by the local tavern owners.*

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

*It is believed that no one is intentionally contributing to binge drinking and its consequences; but rather it is a case of law enforcement and prosecution staff both being understaffed and underfunded. The number of arrests should actually be applauded – things simply fall apart following those arrests. The number of dismissals is inexcusable as it is believed the arrests being made are legitimate; and that the problem with prosecution, is once again, lack of staff.*

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X8	9	10	

*Without adequately staffed law enforcement or the support of the criminal justice system, there are very few consequences for binge drinking or drinking and driving. Many county residents are aware of the frequency of drinking and driving and binge drinking – but when few are caught, and fewer are prosecuted – it leaves the impression that it is “okay” to binge drink or drink and drive because the chance is low that they will be caught.*

## SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*As mentioned earlier, Phillips County youth believe they are over 100% more likely to be caught by their parents, than be caught by the police. Data from the most recent PNA indicates that overall Phillips County youth are on par with youth across Montana –2008 Data regarding being caught by law enforcement: Phillips County youth in 2008 at 23.7% compared to Montana figures at 23.2%; in 2010 the County percentage was 28.3% compared to 23.8% State wide and again in 2012 the Phillips County percentage was 25.0% compared to 26.2% State-wide. Interestingly, the older the youth, the less likely they felt they would be caught by the police or parents. Perhaps that is due to the higher number of 12<sup>th</sup> graders owning and/or having access to vehicles and the freedom of less supervision. The comparison between county and state perception of being caught by their parents if they drank alcohol ranged from 50.0% for both in 2008 to 52.1% for both in 2012.*

## Social Availability Questions

### QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

*Data from the PNA, Key Informants and local interviews, all stressed that social availability is the largest contributing factor to underage drinking, binge drinking and drinking and driving in Phillips County. Over 30% of youth report getting their alcohol from someone they know over the age of 21; and over 15% from a party or keg, where alcohol is freely available. Another 19.2% of the youth reported obtaining alcohol from their parents, either with or without their knowledge. Drinking and driving and binge drinking are a large problem at community social gatherings – brandings, weddings, graduations, fairs, etc.*

*Binge drinking and drinking and driving are accepted as a cultural norm. Adults do not believe it is wrong, so the youth tend to think similarly. Law enforcement talked about how many*

*community members do not think it should be a crime to have an open container of alcohol. Additionally, youth that do not leave the area after graduation, often end up with lower paying jobs, and cling to their underage peers for socializing. Socializing that includes alcohol – which they are of legal age to purchase.*

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	<b>X9</b>	10	

*It is believed that social availability has a major impact on binge drinking and drinking and driving in Phillips County. The availability of alcohol, per capita, the size of the county and the distribution of those establishments, lack of public transportation, with an understaffed law enforcement AND young adults willing to purchase/provide alcohol to their underage peers truly contributes to the problem.*

## PROMOTION – PART 3

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### Advertising

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#### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

*Local alcohol signage and advertising is fairly minimal. Bars may have a few signs in their windows, but none would be considered excessive. While the convenience stores tend to have more internal advertisements, they are the exception. None of the Phillips County local events are sponsored by the alcohol industry.*

#### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

*The magnitude of alcohol advertising in Phillips County is minimal. It is felt that advertising does not play a significant role in binge drinking and/or drinking and driving because there is very little of it. The one source of advertising that may impact binge drinking and or drinking and driving comes from alcohol ads on television, the internet and other social media venues.*

#### QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

*There are definitely fewer alcohol-related news articles compared to advertising. Most of the local articles have been submitted by the Phillips County Coalition for Healthy Choices. The balance is simply not there. There are more promotions of alcohol as opposed to articles discouraging and/or educating folks about the negative consequences. However, it is still felt that locally, promotion has little impact on binge drinking and or drinking and driving.*

## Promotion Questions

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### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

*Although alcohol advertisements in Phillips County are very limited, the promotion of alcohol for special events does add to the cultural acceptance of alcohol use/abuse. And with very limited public transportation (none after-hours) any special events that serve alcohol contributes to drinking and driving.*

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	X6	7	8	9	10	

*Again, besides newspaper advertisements for local liquor establishments, advertisements are not the biggest factor in the promotion of binge drinking. When there are ads promoting a liquor establishment, there usually is a special event or celebration that is being promoted. Phillips County is rather remote and does not have a lot of social activities – so many attend these events which in turn, promotes binge drinking and driving.*

*And again, the majority of alcohol promotion is being broadcast on the television and through social media.*

## SCHOOL POLICIES – PART 3

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### QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

*Each school district in Phillips County has an alcohol, tobacco and drug policy. The only one that required drug-testing for all extracurricular activities and sports was Malta. This policy covered use or possession on school campus, student athletes, student and/or parent contracts, and consequences of use. Consequences varied by school, but most covered the realm of possibilities. As for the enforcement of those policies, much depended on who was interviewed. Parents and schools varied on their opinions of fairness and consistent application of the rules and policies in place. Any inconsistencies can contribute to the underage substance use problem in the community. Many did express the school's effort to promote healthy lifestyles free from alcohol and drug use.*

### QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	3	<b>X4</b>	5	6	7	8	9	10

*Sports and other extracurricular activities are an important outlet for rural school students. Malta's mandatory Alcohol/Tobacco/Other Drug testing for sports and other activities seemingly is having an impact on youth binge drinking and drug use during the academic year. There is a question as to whether the lack of that policy at other Phillips County schools is a contributor or not. Many interviewed felt that the youth tended to engage more in binge drinking and drinking and driving when school was not in session.*

### MEDICAL FIELD INFORMATION – PART 3

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#### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

*Information gathered through interviews pointed to problems with the misuse of hydrocodone, tramadol, morphine and marijuana. Problems seem to stem from peer pressure, poor chronic pain management and poverty. There has been a steady increase, especially with the younger patients, in controlled substance or requests for refills beyond the expected time of need. Local practitioners believe that many patients are abusing prescriptions, but stated it is hard to prove. Locally, the Montana Prescription Drug Registry has just begun to be set up; practitioners are hopeful that use of this will have an impact on illegal prescription drug use. Another area that was identified was lack of community knowledge on the dangers of prescription drug abuse. Too many felt there was nothing wrong with sharing prescriptions and that dangers were limited as they were prescribed by doctors.*

#### QUESTION 41

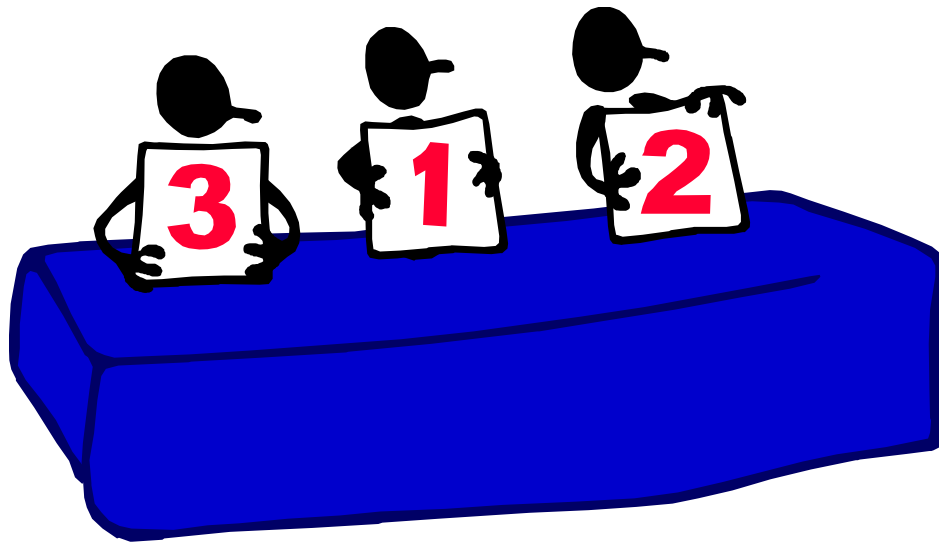
Based on these considerations, to what degree do you believe the medical field data you collected is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	3X	4	5	6	7	8	9	10

*With few physicians participating in the Montana Prescription Drug Registry, this contributes to the risk of potential abuse by patients. It appears that physicians are not monitoring their patients as close as they should be when prescribing drugs of abuse. In addition, while prescription drug take-back programs are ongoing in the community, many providers seemed to be unaware of those events.*



# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 21, 29, 32, and 37 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	3	Retail Availability
8	2	Criminal Justice
9	1	Social Availability
6	4	Promotion
4	5	School Policies
3	6	Medical Field

#### QUESTION 42

Provide the rationale for your rankings of the causal factors.

*#1: Social availability is ranked as the highest priority for Phillips County based on the high number of alcohol retailers (with little else to do). The size of the county and the distribution of those establishments, lack of public transportation, understaffed law enforcement AND young adults willing to purchase or provide alcohol to their underage peers truly contributes to the problem. With few local events or options for gathering, many social opportunities include alcohol. Many interviewed felt that the acceptance and tolerance of binge drinking and drinking and driving contributes to the problem. The ideal that "kids will be kids" or "I did it when I was younger and turned out ok" seemed to be the prevailing mentality among adults who accept underage drinking as an appropriate behavior for teens.*

*#2: Criminal Justice ranked second because of the lack of resources available such as Law Enforcement and prosecution staff. Tickets are being written that are later getting plead down or dismissed, which gives the community the idea that getting in trouble is very unlikely and if they were to get in trouble they could more than likely get out of it.*

*#3: Retail Availability ranks third due to the high number of liquor establishments in the county. In many of Phillips County communities these establishments are the social hub of the community by being the only place that serves food or that has space available to host events such as meetings and special occasions. However the level of cooperation and participation in the alcohol server training sessions has been rewarding.*

*#4: Promotion is ranked fourth, as there simply is not much of it. The lack of billboards and venues for advertising is very limited. Alcohol establishments will promote special events (e.g. Super Bowl, St. Patrick's Day) during certain times of the year, which can lead to problems or concerns such as binge drinking and drinking and driving are inevitable at those events. The Phillips County Coalition for Healthy Choices (PCCHC) has worked with local alcohol establishments to promote designated driver participation.*

*#5: School policy is ranked lower, as there is a good policy for Malta, which is the largest school in the County. There is mandatory alcohol and drug testing for school athletes, which represents a large part of the student body. More work could be done in this area however, due to other schools in the County not having sound alcohol and drug policies.*

*#6: Medical Field is ranked last, as there is not much data to support that it is a problem. Local officials do have concerns about a prescription drug problem however. There is a prescription drug take back container at the Sheriff's Office in Malta. The Phillips County Coalition for Healthy Choices runs a full page ad during the month of October (National Prescription Drug Abuse month) to inform the public of how prescription drugs can be abused and how to dispose of left over prescriptions instead of storing them in medicine cabinets where they can be taken and used wrongfully. There could also be more use of the Montana Prescription Drug Registry.*

# Final Question



**Task Five:**

**Determine What Combination of Causal Areas  
Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

*There is a need to work with parents, retailers and Law Enforcement to identify strategies to discourage of-age peers from providing for those underage, and to work with the public on developing other strategies to discourage youth access to alcohol during special events (public and private).*

*Due to shortage of resources available for Law Enforcement and prosecutors, it is unsure of what can be done to change that situation. It will take consistent conviction of these crimes in order for binge drinking and drinking and driving behaviors to change. Work with Law Enforcement and the prosecutor's office to obtaining potential funding or new strategies that will assist in addressing this real issue will continue.*

*Phillips County entities will continue to provide training for alcohol servers to insure that all employees are current with their certifications.*

*While prescription drug abuse is not yet of high concern, it was obvious that public education is important to keep it from growing. It will take working harder to promote and inform practitioners about the county's drug-take back programs. In addition, physicians need to be educated on the importance of using the Montana Drug Registry to prevent doctor shopping and prescription drug abuse. Lastly, the community needs to be educated on what illegal prescription drugs are, including sharing medications.*